



NINETY SECOND

~ Anniversary Sale &
celebrating the founding of the
Lord & Taylor Store in 1826



92 Years Ago!

The following advertisement appeared in the *New York Evening Post* on Monday, February 13, 1826—ninety-two years ago this week:

TO LET.—The country seat known by name of Murray Hill The house is spacious and will be let with the whole part of the adjoining grounds (consisting of several acres) and immediate possession given.

Apply to JNO. R. MURRAY,
Hudson Square.



The Battle of Murray Hill

ON or very near the site of the Lord & Taylor store, one of the most critical battles of the American Revolution took place.

The battle occurred on the fifteenth of September, 1776. It followed the British general, Howe's, victorious attack on the Continentals at Brooklyn, and Washington's clever ruse of leaving his camp fires burning and his sentinels posted while he retreated to Manhattan Island, landing at Fulton Ferry.

The British sought, next day, to throw a line across the island to cut off the Continentals' retreat northward toward the present Bronx.

While Alexander Hamilton directed the artillery fire which covered the retreat, probably from the very corner of what is now Fifth Avenue and Thirty-eighth Street, Aaron Burr, well versed in the bridle paths and creeks of the neighborhood, guided the Americans northward. Washington, hearing the firing from his headquarters at Harlem Heights, galloped south and at great personal risk reformed his panicky troops and completed a successful retreat.



TODAY we *emphasize the Policy* that found its Inception the *very Day* the Doors of the Store were thrown open to the Public in 1826

Beginning
Tuesday
February 12th



Beginning
Tuesday
February 12th

Lord & Taylor

FIFTH AVENUE

38th Street

39th Street

If the Fuel Administration should authorize stores to open, this sale will begin on MONDAY, February 11th



Poe wrote "The Raven" in the old Brennan home, 84th Street, east of Broadway, about 19 years after Lord & Taylor first threw open the doors and took down the shutters of "America's First Store."

Lord & Taylor

Dress Goods and Semi-made Skirts In the Anniversary Sale

The Dress Goods section has made extensive arrangements to be ready with many new and desirable values befitting this extraordinary occasion. These are but a few of them:

Navy Blue Surah Serge, 42 inches wide,
a yard.....**\$1.00**

Dress Linens, 36 inches wide, desirable shades,
a yard.....**68c**

Semi-made White Cotton Skirts, all sizes,
an unusual opportunity, each.....**\$1.98**

Semi-made White Cotton Gabardine Skirts,
25 to 36 inch waist measure, each.....**\$3.95**

Hand-made Filet Laces—At ⅓ Less

Merely as an example of the thousands of extraordinary buying opportunities which will exist throughout the store during the 92nd

Anniversary Sale

Real Hand-made Filet Laces, both narrow and wide widths in Edges and Insertions, at fully one-third less than usual, a yard.**30c to \$5.00**

Ginghams, Voiles and Nainsook

Among the Anniversary Sale specials in Wash Fabrics are the following:

Figured Cotton Dress Voiles, 39-40 inches wide, a yard.. **35c**

Colored Cotton Dress Voile, in a complete range of shades; also black and white; 40 inches wide, a yard.....**28c**

Amori Lingerie Nainsook, made expressly for Lord & Taylor; 39 inches wide, in 10 yard pieces; per piece.....**\$2.50**





Jenny Lind, "the Swedish Nightingale," arrived in New York for her triumphant tour of America twenty-four years after Lord & Taylor opened, in 1826.

92nd Anniversary

Silks—Beautiful and Fashionable *At Anniversary Sale Prices*

The leading silk weavers of the world, with whom Lord & Taylor have enjoyed the closest of relations for several generations, have given scores of tangible evidences of their interest in this greatest of all New York merchandise events, and their desire to help us marks the ninety-second anniversary of "America's First Store" with unparalleled value giving.

Among the many extraordinary offerings are the following:

Silk Gingham, many styles; a yard.....\$2.00

Striped Shirtings, splendid effects; a yard.....\$1.00

Georgette Crepes, both light and dark shades; a yard...\$1.25

White Sport Tussah Silks, heavy quality;
a yard\$2.95

Dress Satins, fine black imported qualities, 40
inches wide\$2.50

Evening and Dress Satins, in a complete range
of shades; a yard\$1.50

Washable Satins, white and flesh; a yard,
\$1.38

Crepe de Chine, good range of desirable shades;
a yard.....\$1.25

Georgette Crepes, about seventy-five fashion-
able shades; a yard.....\$1.75

***DRESS SATINS—A remarkable
concession from one of our oldest
suppliers; 3000 yards, \$1.78
40 ins. wide; yard...***

***BLACK DRESS SATIN—4000
yards of a superb quality of this
favorite dress silk—\$1.35
Anniversary Sale-yard***





A year after Lord & Taylor opened at 47 Catherine Street,
the first cotton goods exported by America left port.

Lord & Taylor

Handkerchiefs—75,000 of Them Underpriced

Thrifty women—and men, too—who like quality as well as prettiness in their 'kerchiefs will make careful note of this Anniversary Sale item. (Early selection is strongly advised.)

Women's Irish Linen Handkerchiefs, in several attractivestylesof letters. Unusual at, six for **75c**

Women's Hemstitched Handkerchiefs, all pure Irish Linen; with hems of various widths; each...**15c**

Women's Linen Initial Handkerchiefs, hand-embroidered; many attractive patterns; in boxes of six. A box.....**\$1.50**

Women's Irish Linen Handkerchiefs—another manufacturers' concession for this event. Each.....**10c**

Boys' and Girls' Handkerchiefs, in dainty colored effects; each **8c**

Women's Initial Handkerchiefs, an unusual collection in a variety of pretty designs secured from an old house; both white and colors. Six in a box. Exceptional values. A box.....**50c**

Novelty Crepe de Chine Handkerchiefs—one of 1918's novelties—also Linen Handkerchiefs with colored turned hems, Anniversary Sale, each **18c**

Men's Linen Handkerchiefs, in boxes of six; hems of various widths. Durable quality. The season's opportunity. A box.....**\$1.35**

Ribbons—Notable Anniversary Values

Hair Bow Ribbons—plain and moire taffeta, satin taffeta, light and dark Dresdens, fancy stripes and plaids, in a beautiful assortment of colors; superb quality; widths $5\frac{1}{2}$ and $6\frac{1}{4}$ inches. Values up to 55c a yard.....**33c**

Double-faced Wash Ribbons, extra quality, featheredge, in flesh, rose, pink, light blue, mauve and white. In ten yard lengths. Rare values.

No. 1. Value 75c, a yard**35c**
No. $1\frac{1}{2}$. Value \$1.00, a yard.....**50c**
No. 2. Value \$1.25, a yard.....**65c**

Camisole and Sash Ribbons of high lustre satin; exceptional quality; in white, flesh, two shades of rose pink, two shades of light blue; 9 inch width. Value \$1.50 a yard.....**68c**

No. 3. Value \$1.50, a yard.....**90c**
No. 5. Value \$2.00, a yard.....**\$1.25**
No. 9. Value \$3.00, a yard.....**\$1.80**





Ninety-two years ago (in 1826) news was received from Boston that Lyman Beecher had become pastor of the Hanover Street Church.

92nd Anniversary

Gloves — Thousands Underpriced

Even the Scarcest Included in the Anniversary Sale

The mere fact that the Store is able to offer the most wanted kinds of Gloves at less than usual prices, indicates the nature of the Lord & Taylor Anniversary Sale. Many stores throughout the country are unable to secure, *at any price*, such merchandise as

Women's Washable Cape Leather Gloves, in champagne and biscuit shades; fancy embroidered backs, P. X. M. and pique sewn; one clasp; best quality; a pair.....**\$1.48**

White Duplex Cloth Gloves, a great purchase of 2000 pairs of these rare gloves; yellow lined, two-clasp, pique sewn; washable in cold water (Lyke Doe Skin); a pair.....**\$1.25**

Women's White Kid Gloves, two-clasp, over seam sewn, Paris point embroidered, white and white with black.....**\$1.58**

Hosiery—All Kinds—Unusual Values

Women, boys and girls will all share in the extremely attractive values secured in cotton, lisle and silk hosiery for the Anniversary Sale. Some of the purchases are:

Women's Silk Lisle Hose, black or white, Doub-L tops and spliced heels and toes; a pair.....**50c**

Women's Silk Hose, black, white or colors; cotton soles and tops, fine durable quality; a pair.....**\$1.10**

Women's Openwork Silk Hose, black, grey or bronze, effective pattern, cotton top; a pair.....**\$1.65**

Women's Heavy Ribbed Fancy Silk Hose, in smart combinations for street or sport wear; a pair.....**\$2.65**

WOMEN'S UMBRELLAS—A timely bit of co-operation by a man who only makes good ones—excellent silk and cotton mixed covers; handsome handles. A typical Anniversary Sale value...each **\$2.85**





Sweaters—Silk and Knit Underwear

Timely Anniversary Sale Values

Every preparation has been made in the Knit Goods sections for the quick, careful attention of the hundreds of customers who will want to secure a season's supply of these decidedly low priced articles. Present conditions strongly indicate that prices such as these may not be duplicated in years.

Shetland Slip-on Sweaters, without sleeves.
Anniversary Sale.....**\$2.95**

Shetland Slip-on Sweaters, with sleeves; some sailor collars and sashes; others with Byron collars. Each.....**\$4.75**

Shetland Coat Sweaters with novelty brushed collars; some belted, others with sashes, still others in Tuxedo effects.
Unequalled values at.....**\$6.75**

Fibre Silk Sweaters, in plain colors or stripes, with pinch back, sailor collars. A regular \$13.50 value at.....**\$8.90**

Heavy Shetland Coats, with sailor collar and belt. Regular \$11.50. Anniversary Sale, **\$8.90**

Knit Underwear

Gauze Weight Cotton Union Suits, tight or loose knees; regular and extra sizes; in pink and white. Value \$1.00, at.....**65c**

Union Suits, Swiss ribbed lisle, tight and loose knees, some banded tops; regular and extra sizes; in pink and white. Value \$1.50, at **95c**

Silk Underwear

Vests, of glove silk, band top.....Special **\$1.45**

Bloomers of glove silk. Value \$2.95, at...**\$1.95**

Camisoles, lace trimmed. Value \$2.75, at **\$1.45**

Vests, lace and embroidery trimmed. Value \$3.75, at.....**\$1.95**

Envelope Chemise, lace trimmed. Values up to \$5.50, at.....**\$2.95**





Blouses—New, Fashionable, Underpriced

Here especially the values reflect graphically the advantages which are enjoyed by Lord & Taylor customers because of the generations of close, pleasant relations which have been maintained with designers and producers here and abroad.

Tailored Blouses of Washable Satin, in flesh and white; a model featuring the new Tuxedo collar and turn-over cuffs.....**\$3.95**

Frill Blouses of Striped Georgette Crepe, in grey and French blue, printed in Oriental colorings and patterns; deep accordion-pleated frills of white Georgette finish the round neck and sleeves and form a soft vestee.....**\$5.95**

Bead-embroidered Blouses of Georgette Crepe, copy of a Paris model, in white and bisque; elaborately embroidered in sphinx and Egyptian colored beads.....**\$7.95**

Hand-made Blouses of White Batiste with hand-drawn work and hemstitched tucks and finishing folds.....**\$5.95**

House and Porch Dresses Remarkable Values

White Pique Dresses, in tailored model with round flat collar and three-quarter sleeves, **\$1.85**

Striped Percale Dresses, with white repp collar; skirt with pockets.....**\$1.85**

Striped Percale Dresses, in pink, blue or grey, striped with white; pockets button trimmed; white repp collar.....**\$1.95**

Striped Gingham Dresses, in the most effective colors, with collar, cuffs, pockets and belt of chambray.....**\$2.95**

White Pique Dresses, tailored model of excellent quality pique; button trimmed and on smart lines.....**\$2.95**

Blue Chambray Dresses, a practical model, buttoned down the entire front; scalloped collar and cuffs of white repp.....**\$2.95**

Plaid Gingham Dresses, in fashionable color combinations; model with hemstitched organdie collar.....**\$2.95**

Striped Madras Dresses, in blue, green, or pink with white; embroidery edged white organdie collar.....**\$3.95**

Chambray Porch Dresses, in green or wistaria, with patent leather belt and white organdie collar.....**\$4.95**

Linen Porch Dresses, in green, wistaria and copenhagen; model with surplice collar and cuffs of white repp, scalloped; pleated skirt **\$6.95**

French Linen Porch Dresses, in rose, green, wistaria, copenhagen or white; box-pleated model, patent leather belt, and with white pique collar and cuffs.....**\$9.75**



Humanity had not known the boon of chloroform until five years after Lord & Taylor opened, when Dr. Samuel Guthrie of Sackett's Harbor discovered it.

Lord & Taylor



Negligees

Lovely Effects—Sale Prices

Coatee Negligee of Crepe de Chine, in Empire effect, with long pointed, tasseled coat of creamy novelty lace; pink, blue, rose and wistaria, Special **\$12.75**

Coatee Negligee of Crepe de Chine, with accordion-pleated skirt. Alencon lace, ribbons and rosebuds trim the draped coatee of crepe chiffon; pink, blue, rose, Copenhagen, wistaria. Special **\$14.75**

Matinee of Crepe de Chine, in shirred Empire model, most effectively lace trimmed; pink, blue and lavender. Special **\$3.95**

Accordion-pleated Matinee of Crepe de Chine, elaborate with filmy Alencon lace and dainty rosebuds; pink, rose and lavender. **\$5.95**

Lingerie—Compelling Anniversary Prices

The usual delight of inspecting the filmy creations of the manufacturers of this day will be heightened on this occasion by the extremely low prices which have been marked.

Dainty NightGowns and Envelope Chemises of sheer Nainsook and Batiste. American made and in simple pretty styles. Trimmed with narrow laces and fine embroideries, beading and ribbons, in new and effective models. Anniversary Sale Specials.

Night Gowns.....98c, \$1.45 and \$1.95
Envelope Chemise.....98c, \$1.45 and \$1.95
Drawers.....50c, 98c, \$1.45 and \$1.95

Crepe de Chine Underwear, charming models in this most serviceable of washable silks; hem-stitched and picot-edged or lace trimmed garments, in both white and flesh.

Crepe de Chine Gowns.....Special **\$3.95**
Crepe de Chine Envelope Chemise,
Special **\$1.95**

Silk Petticoats

Taffeta Silk Petticoats, plain and changeable effects in leading shades; a model with deep flounces.....**\$3.95**

Washable Satin Petticoats, in white or flesh; hem-stitched tailored flounce.....**\$3.95**

White Habutai Silk Petticoats, double panel back and front.....**\$2.95**

Washable Satin Knickerbockers, flesh or white; lace trimmed.....**\$2.65**

Corsets—A Typical Value

Lord & Taylor Special Corset, pink and white broche, in a model designed for average figures. Sizes 20 to 30. A \$3.50 model.....**\$1.95**



It was not until Lord & Taylor had been established eleven years that it was discovered that anthracite coal was superior to wood and its use by the railroads began.

92nd Anniversary

Infants' Wear—Notable Savings

Children's Rompers, chambray and poplins, in beach and creeper models. Sizes to and including 5 years. None worth less than \$1.45...**95c**

Bloomer Dresses, chambray in high waisted models with dainty white collars. Sizes to and including 6 years...**\$1.85**

Bloomer Dresses, fine chambray, high waisted, with pockets or prettily smocked. Sizes to and including 5 years...**\$2.85**

Infants' French Dresses, hand-made and hand-embroidered in fine nainsook; lace edged yoke and sleeves. Sizes to and including 2 years...**\$1.95**

Hand Bags—Incomparable Values

Fine Black Pin Seal Bags, plain polished or covered frames, with fancy silk linings, with inside frame partitions leather lined.

7-inch size

\$2.95

8-inch size

\$3.95

Moire Silk Bags, the newest full pouch models in two designs—one with inside frame partition, the other with large purse fastened inside. Black, navy, brown, grey. Exceptional value at

\$2.75

A purchase of 5000 yards of

Fashionable Veilings

Quite the most unusual values of the season. Scroll, border, chenille and velvet spot effects; Tuxedo and Filet meshes; black, white, sand, taupe, Havana brown, navy, purple and magpie. Regularly 50c to \$1.25 a yard. Anniversary Sale, yard,

25c

Veils

Extremely Low Prices

Washable Shelland Veils in a variety of becoming designs; white, black, taupe, brown, navy and purple. A regular 75c value, each

37c



Service Apparel Anniversary Sale Prices

Maids' Uniforms of Black or Grey Cotton Pongee of excellent quality; models with long sleeves and regulation or low round collar and cuffs of white, embroidery edged...**\$2.95**

Maids' Work Dresses of plain blue chambray or striped percale; models with long sleeves and convertible collar...**\$1.95**

Maids' Aprons and Caps, square bib Princess Apron and Cap to match, of fine white lawn. Special, complete, at...**55c**



Ninety-two years ago (in 1826) Abraham Lincoln, then eighteen years old, was working on an Ohio River ferryboat for six dollars a month.

Lord & Taylor



Special Engraving Offer

During the Anniversary Sale personal cards will be engraved at greatly reduced prices. Fifty splendid quality cards and expertly engraved plate (name only) in English script will be made for

95c

Usual price \$1.25

Ivor-Tone Toilet Sets—Greatly Reduced

Two of the most popular combinations, both secured at unusually low prices for the Anniversary Sale, and in the best quality of this delightful composition.

Nine-Piece Sets
(Including Monogram) **\$17.50**

Usual Price \$24.50

The sketches give some indication of the simple beauty of these pieces. Hair brush, comb, mirror, powder box, hair receiver, nail file, button hook and two glass-lined cream jars.

Comb, Brush and Mirror
(Including Monogram) **\$7.95**

In Jeanne d'Arc Ivor-Tone. There are but 30 sets of these regular \$12.50 values. Early selection is urged.



Stationery and Engraving Sales

A large purchase of 7,800 boxes of new Writing Paper and Correspondence Cards from a paper maker whose lines always retail at 25c to 50c. In white and five delicate tints. Choice of five different sizes in paper or cards.

Per Box **19c**

Q Adelina Patti first sang in New York at the original Metropolitan Opera House, Houston Street, near Broadway, in 1859, in which year Lord & Taylor passed its thirty-third birthday

92nd Anniversary

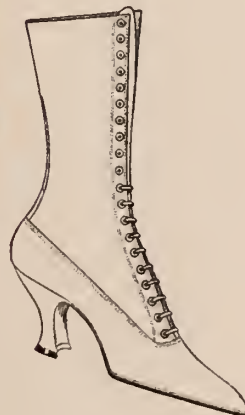
Women's Shoes—Remarkable Values In New Spring Styles

One has but to think of the thousands of pairs of shoes sold annually by Lord & Taylor to realize the eagerness of the country's leading shoe makers to co-operate with the Store in making the Anniversary Sale a notable success, thus to further cement our common interests.



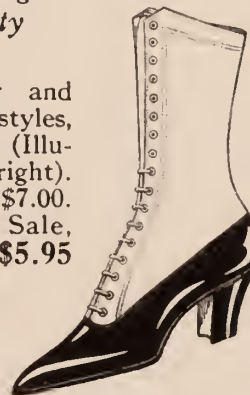
*Women's High Cut Grey
Suede Laced Boots*

Smart styles for dress or shopping; light welted soles, Louis XVI heels. (Illustrated at the right.) Regular price \$10.50. Anniversary Sale, pair\$7.85



*Women's High
Cut Novelty
Boots*

Patent leather and gunmetal laced styles, Cuban heels. (Illustrated at the right). Regular price \$7.00. Anniversary Sale, pair\$5.95



*Women's Low Shoes
Street or Dress Wear*

Hand-turned soles, high arched Louis XVI heels. In patent leather. (Illustrated above). Anniversary Sale, pair...\$7.85



*Women's and Girls' Walking
Pumps and Oxfords*

Dark Tan Calfskin Oxfords, also Patent and Dull Leather Pumps, military heels. (Illustrated above). Anniversary Sale, pair\$5.50

Jewelry—New Attractive Pieces Underpriced

Fine Rhinestone Bar Pins

Set in gallery mounting or Silverite (non-tarnishable metal). Anniversary Sale prices

15 stones. \$1.00 21 stones. \$1.35
18 stones. \$1.25 24 stones. \$1.50
27 stones. \$1.75

Rhinestone Veil Pins

These also set in Silverite.
Regular \$1.00 value

60c.

Silverite Bar Pins

Pierced designs, set with fine rhinestones. Usually \$5.00. Anniversary Sale

\$3.50



The firm of Lord & Taylor had been serving the discriminating shoppers of New York for twenty-one years before the home of William Cullen Bryant was opened at 24 West 16th Street.

Lord & Taylor

1,000 Trimmed Hats at \$7.50 and \$10.00

Made up Especially for the Anniversary Sale

Two of the cleverest makers of Semi-dress, Tailored, Semi-tailored and Sport Hats, when approached, stated they would furnish us with hats for the Anniversary Sale which would sell for less than usual manufacturing costs. They made good on their promise with quite the newest Straw, Fabric and Straw and Fabric combinations of the early season. A shape and a shade to suit every desire, in styles which portray the correct trend of spring modes according to the last Paris advices. All new and worth \$10 to \$15.

New Neckwear—At Rare Low Prices

Never in the long eventful history of the store has the Neckwear been so becoming—and the prices on many items for this Anniversary Sale reach new low levels. It is particularly gratifying, too, that this is true of the very newest, most wanted effects.

Real Filet Collars, in new Tuxedo and military styles. Qualities that would be priced ordinarily at \$7.95. Anniversary Sale.....**\$3.95**

Collar and Cuff Sets, both sides of satin. Tuxedo shapes. Flesh, yellow or white; usually \$1.75 a set. At.....**.95c**

Organdie Collar and Cuff Sets, with fluted edges. In blue, rose, flesh, yellow, lavender or white. Value \$1.75. A set.....**.95c**

Plain Net Guimpes, an exceptional purchase; high collars. Value 85c, at**.50c**

Marabou and Ostrich Capes, satin lined; in natural, brown or black. Value \$5.00. Anniversary Sale.....**\$2.95**



“Krom Merssche” (crooked little swamp) became Gramercy Park five years after Lord & Taylor opened. Samuel B. Ruggles gave forty-two lots for the park.

92nd Anniversary



New Serge Dresses

These portray the very newest development in practical styles in Navy Blue and Black; plain button or braid trimmed; the new straight or tunic effect models.

Exceptional **\$18.50**

Women's Dresses—Made Especially for Our Ninety-second Anniversary Sale

The designer and manufacturer entered into the spirit of the occasion. They wanted to assist us in a telling way in offering the greatest values and the smartest dresses sold in years at the price.

We want every one who reads this announcement to see these dresses, as a striking demonstration of our earnest desire to make this the Ninety-second Anniversary Sale a value-giving event which every one will long recall.

Smart Afternoon Dresses Unusual Value at \$32.50

Smart dressy effects expressing in a very attractive manner the ruling vogue for spring. Made of taffeta and crepe de chine in plain tailored effects, embroidered in the new way. Box-pleated tunics. All new models, purposely priced down to the very lowest point for our Anniversary Sale, at... **\$32.50**

New Foulard Dresses Unusual at \$32.50

One of the fashionable conceits of the season, as the mandate has gone forth pronouncing Foulards the smartest vogue for spring. Navy and black, in dotted and figured materials; new surplice effect; draped overdress or plain skirt, at **\$32.50**



Lord & Taylor

Misses' Suits—\$55.00 Spring Tailor-made Models—Anniversary Sale \$37.50

We made arrangements with several of the leading manufacturers to give us their showroom samples for our Anniversary Sale—a unique event in Spring merchandising.

New Spring samples, just one of a kind in every exclusive novelty of the coming season. Plain tailored frock coats with long roll collar closing with one button. Smart little "Jacky" coats, hanging straight from the shoulder, prettily trimmed with bands of wide Hercules braid. Dressy Etons with silk waistcoat that can be worn as Vest or waist; youthful Buster Brown collars and bow ties. The new skirts are charming, with full flare tunic

and close-fitting underskirt; wide crush belts complete the most youthful becoming suits that Fashion has favored. Materials are finest *Tricotines*, *Mannish Serges*, *Club Checks* and *New Cravanette-finish Coverts*; navy blue, olive drab, beige and checks are the proper effects. In this collection of samples one will find the most exclusive styles, finest workmanship and most desirable colors. Sizes 16 and 18 years.

Misses' Spring Dresses—\$25.00

The Anniversary Sale of New Spring Dresses will delight every miss and small woman in New York. The printed foulards, wool crepes, charmeuse, taffetas, Georgettes and serges are made up in the smartest simple styles with dainty combinations of lace and organdie collars and cuffs. Skirts that have overskirts and slashed tunics with new ideas in belts and sashes complete the youthful frocks that can be worn for all occasions. Every color and White and Black is represented. These dresses would sell in the regular way up to \$39.50.

Girls' Dresses—Remarkable Purchases

*Anderson Gingham*s and "Peggy Cloth," plaids, checks and plain colors; yellow, blue, green and rose. Quaint pretty models, high waisted and with shirred skirts. Pique collars, novel pockets, featherstitching and smart little finishing touches add to their effectiveness. Sizes 6 to 14 years. . . **\$2.95**

Girls' Japanese Crepe Dresses

In gold, green, pink or blue, in models with batiste collar and cuffs; black velvet ribbon and French knots are cleverly introduced as trimming.

*Anderson Gingham*s in smart plaids, with white pique collar and belt; black velvet ribbon and hand-embroidery give a smart finish. Sizes 6 to 14 years. **\$3.95**



Misses' and Small Women's Wash Skirts \$3.95

Special Anniversary values in new Spring wash skirts of small and wide wale piques, fancy cord stripes, cotton wash satins, gabardines and poplins. Straight line skirts, new pockets; wide belts and large deep sea pearl buttons; regular and extra sizes; \$5.50 values.

New Spring Wool and Silk Skirts **\$7.50 to \$35.00**





Boys' Clothing and Furnishings

Generous Economies Made Possible by This Sale

Store-wide in every sense is this really gigantic movement of new and seasonable merchandise. And even as in the days of 1826, the needs of the young folks are not overlooked.

Boys' Corduroy Norfolk Suits

With Extra Knickers

Not only new smart, sturdy and well tailored, but made of the widely known Crompton Corduroy (Cravanette finished), serge lined, horn buttons. Sizes 7 to 18 years. Good \$9.00 values. Only 200 of them. Anniversary Sale, **\$6.75**

Boys' Wash Suits

Less Than Half

In chambray, repp, galatea, linen, kiddie cloth, Devonshire Palmer linen. Sizes 3 to 10 years. In junior norfolk, double-breasted and middy models.

\$1.55 and \$2.45

Advance Sale—Unusual Prices

Boys' Shirts or Blouses

Fine madras, in a large assortment of desirable patterns and colorings. Anniversary Sale price,

95c

Boys' Four-in-Hand Ties

An especially attractive lot made up in heavy silks bought at a large discount. Wide variety of patterns and colorings; plenty of stripes. Special,

60c



Ten years after the first customer entered the Lord & Taylor Store (in 1826) Aaron Burr died in Port Richmond, in the building that had been the great Danner's Hotel.

Lord & Taylor

An Advance Sale of Spring Tailor-made

Suits for Women at

*Serges, Gabardines
Wool Jersey*

\$26.75

*Sizes
34 to 44*

Values that will be remembered long after the Anniversary Sale is over

We set out to do something unparalleled in Suits for the Anniversary Sale—and succeeded even beyond our hopes!

First, the materials were procured at an extremely low price. Then we found a manufacturer who wanted to keep his expert force busy, even if he only met expenses.

The Models are the Newest and Smartest Spring Effects

Serges and Gabardines

in blue, tan or black; skirts on the straight new lines, with pockets and effective belts.

The Coats are in the latest approved lengths Smart collars of white satin, in shawl or Tuxedo effects; belts are featured, with pleats and box-pleats to emphasize new lines. The greatest value of the season.



When Barnum opened the Hippodrome on the site of Madison Square Garden, Lord & Taylor had been established forty-seven years. His museum in Park Row was opened in 1842.

92nd Anniversary



The Greatest Values of Many Seasons in Women's New Spring Coats

*Wool Poplins, English
Tweeds, Coverts*

\$24.50

*Diagonal Coverts, Home-
spuns, Check Velour Cloth*

Six Beautiful Models—All Half Lined with Peau de Cygne

Like the suit values, women will talk enthusiastically about these coats for months to come. Many times in the past manufacturers have indicated their desire to co-operate to the fullest extent with us, but never so effectively.

The Wool Poplins are in navy, black, taupe and tan. New pleated backs, belted; collars and cuffs deep and flaring.

The English Tweeds, in smart mixtures; swagger trench models; narrow belt and slashed pockets.

The Coverts are in modish tan shades; military models; reversible belts and button-trimmed tabs.

The Diagonal Coverts in gray, green or tan; yoke back military models, with shoulder straps and belt.

The Homespons, in light spring mixtures; with inverted pleated back and narrow belt—unusually smart.

The Check Velour Cloths, in black and white, pinch-back model, belted; with shoulder straps, smoke pearl buttons and buckle.



When Elias Howe, a mechanic of Cambridge, Mass., invented the first sewing machine, Lord & Taylor had been established for fifteen years.

Lord & Taylor



Men's Furnishings *Great Values, Quick Service*

Men have come to know more about the things they wear since early New York days, and to appreciate exceptional value and rapid, accurate service. Both have been bountifully arranged in the convenient Men's Store, with its separate street entrance.

Men's Silk and Fibre *Silk Shirts*

Qualities and patterns that are snapped up at \$4.00 and \$4.50 as a rule, Heavy Tub Silks and good wearing Fibre Silks, excellent colorings. A rare buy at..... **\$3.25**

Men's \$2.00 Shirts

Fine madras and mercerized materials; wide range of patterns, soft French cuffs. **\$1.45**

Men's \$2.00 Pajamas

Fine madras, percales and mercerized materials; neat stripes, silk frogs. **\$1.45**

Men's Shirts and Drawers

Light weight, gray worsted Shirts and Drawers. Unusual at, per garment..... **\$1.45**

Men's Fibre Silk Half Hose

An extraordinary purchase; with cotton soles and heels; exceptional for good wear. Black only. Box of six pairs. **\$1.65**

Men's Shoes—Values that Stand Alone

Men's Wine Cordovan *Boots*

English lasts. Usually \$11.00 (illustrated). Pair

\$8.25

Men's Dark Tan *Calfskin Lace Boots*

Also Gunmetal Calfskin Lace Boots, usually \$9.00 pair

\$7.25

Men's Tan or Black *Lace Boots*

New English lasts. A usual \$6.50 value. Anniversary Sale, pair

\$5.75





Alexander Hamilton and Governor De Witt Clinton helped Captain Thomas Crandall establish Sailor's Snug Harbor seven years after Lord & Taylor began business.

92nd Anniversary

Men's Suits and Overcoats

The Entire Winter Stock

At Final Reductions

Much to the good fortune of the men folks, the Anniversary Sale comes at the very time that we plan to rid the racks of all our Coats and Suits of winter and early spring weights, so as to be the first to show the new spring lines. Naturally the combination of these two events means surprisingly low prices on Lord & Taylor quality merchandise.

Men's Suits

Formerly \$20.00 to \$50.00

\$17.75, \$23.75, \$28.75

In the neighborhood of 500 Suits of winter and early spring weights. Particularly good selection in grey and blue worsteds and unfinished materials. Those who wear medium or "short" sizes and models will fare well indeed.

Small Charge for Alterations

Men's Overcoats

Formerly \$25.00 to \$70.00

\$19.75, \$24.75, \$31.75

Somewhere in the neighborhood of 400 splendid Overcoats in a complete range of sizes and styles. Many are just the length and weight for February, March and April wear—and all are regular Lord & Taylor stock.



***FUR-LINED COATS FOR MEN—final reductions
from \$57.50 to \$500.00 down to \$52.50 to \$327.50***

When the King of France was captured and Alsace and Lorraine were lost to Germany, Lord & Taylor was forty-five years old.

Lord & Taylor



Linens—Unequalled Values in Cloths, Napkins, Sets, Towels and Pillow Cases

Buy now for future use. Many of these lines no longer procurable

Not only has the nationally known Linen Section arranged to fittingly celebrate its ninety-second birthday, but also to out-do the volume of business transacted on the occasion of the opening of the new store four years ago. At that time more Linens were purchased in one day than in the average month. Naturally with this double purpose in mind the value-giving for this great Anniversary Sale will be tremendous.

The Famous "Derryvale" Linens

Sold exclusively in New York by Lord & Taylor

At 25% Less than Regular Prices

Table Cloths

2 x 2 yards, each.....\$4.50, \$5.50, \$7.50
2 x 2½ yards, each.....\$5.65, \$6.75, \$9.50
2 x 3 yards, each.....\$6.90, \$7.50, \$10.65

Napkins

A dozen.....\$6.00, \$7.50, \$8.00 and \$9.75

Heirloom Damask Table Cloths and Napkins

At Unmatchable Prices

Table Cloths

2 x 2 yards.....Regularly \$10.00, each \$6.75
2 x 2½ yards.....Regularly \$12.50, each \$8.40
2 x 3 yards.....Regularly \$12.75, each \$10.15
2¼ x 2¼ yards..Regularly \$12.75, each \$8.40

Napkins

Regularly \$11.25, \$13.50. Dozen \$7.50, \$9.00

"Old Bleach" Huck Towels-5000 Dozen

Ireland owes much of its reputation for Linens to the quality standard adopted by "Old Bleach." These notably low prices are based on the 1916 cost. Per dozen for the Anniversary Sale.....\$7.75 to \$39.50

\$5.00 Pillow Cases \$3.75

Irish hand-embroidered

\$5.25 Pillow Cases \$3.85

Hemstitched, pure linen

\$6.00 Luncheon Sets \$3.85

500 hand-embroidered madeira

Turkish Towels

250 dozen of the \$3.50 grade, bought at a big concession in price, a dozen.....\$2.75



Ninety-two years ago (October 7, 1826) kerosene oil was first used for illuminating purposes and friction matches were unknown.

92nd Anniversary



Blankets, Comforts, Bed Spreads and Muslin Sheets and Pillow Cases

At Anniversary Sale Prices

"Buy now—merchandise is getting very scarce" has become a hard-worked phrase. In many instances, however, it is only too true—and this is one of them. Most certainly, prices such as these have little likelihood of being repeated for many months.

Fine White Blankets

Regularly \$8.75, \$10.50 and \$14.50 at **\$6.75, \$8.75 and \$12.50**

Comfortables

Figured jacquard, mull covered, with plain borders. Regularly \$4.85, at **\$3.95**

Bed Spreads

Satin finish. Regularly \$4.25 and \$4.75, at **\$3.85 and \$4.35**

Muslin Sheets and Pillow Cases at Great Reductions

Sheets

63 x 99..... Regularly \$1.48, at **\$1.23**
72 x 99..... Regularly \$1.58, at **\$1.33**
81 x 99..... Regularly \$1.68, at **\$1.43**
90 x 108..... Regularly \$2.10, at **\$1.63**

Pillow Cases

42 x 38½..... Regularly 37c, at **32c**
45 x 38½..... Regularly 42c, at **35c**
50 x 38½..... Regularly 45c, at **39c**
54 x 38½..... Regularly 50c, at **42c**

Imported Muslin Sheets and Pillow Cases—Made in Ireland

Sheets

Size 70 x 108..... Regularly \$7.50, pair **\$5.95**
Size 90 x 108..... Regularly \$8.75, pair **\$6.95**

Pillow Cases

Size 45 x 36..... Regularly \$1.75, pair **\$1.25**



Q Ninety-two years ago (in 1826) Joseph Smith announced the discovery of the Book of Mormon, written on plates of gold in Egyptian characters.



Lord & Taylor

Lamps—A Brilliant Assemblage at Notably Low Prices

Overcoming even the obstacles presented by railroad tie-ups, the Lamp Section is radiantly ready with a splendid collection of Anniversary Sale Specials in all the most artistic and practical models.

Hand-hammered Copper Library Table Lamps

For electricity, gas or oil; hammered copper shade, with mica or silk panels; 26 inches over all. Rare values at **\$25.00**

Japanese Decorated Floor Lamps

Black ground with figures and flowers in gold and color effects. Shades of different shapes in fancy colored silks. Splendid value, complete. **\$15.00**

Solid Mahogany Lamps

A convenient two-light portable, with the best quality fittings; silk-lined shade with fringe to match; 18 inches diameter, 26 inches high. Only an occasion such as this Anniversary Sale could bring them down to. **\$6.50**

Solid Mahogany Floor Lamps

Two lights, 24-inch silk shade, shirred ruching top and bottom; lined, silk fringe to match. Complete. **\$20.00**

Solid Mahogany Table Lamps

Two lights, 25 inches high, 20-inch silk shade, lined; fringe to match. Complete. **\$14.50**

Glass Candlesticks

Square models, with glass bobeches and candle (in assorted shades). Complete, per pair. **50c**

Candle Shades

of silk, 4 inches; lined in attractive assorted colors. Pair. **\$1.50**

Electric Floor Lamps

Adjustable models in brass, Jap bronze and verdi finish. Complete **\$5.50**

Japanese Decorated Table Lamps

Two lights, 22 inches high; silk shade 18 inches diameter. Complete **\$15.00**

Brass Desk Lamps

Adjustable; complete with metal shade. Unusual at **\$3.00**

Boudoir Lamps

In Mahogany—Old Gold and Ivory Effects

Push-button socket, 8-inch silk shade, artistically trimmed with rosebuds; gold guipure, top and bottom. An exceptionally attractive lamp at **\$3.00**



Ninety-two years ago John Adams and Thomas Jefferson, second and third Presidents, respectively, died on the same day, July 4th, on the 50th anniversary of American Independence.

92nd Anniversary

Curtains and Curtain Materials

Exceptional Anniversary Sale Specials

Among the many extraordinary evidences of the value of old age to a store, the offerings of the home furnishing sections will be found unequalled. Not the least of these are the Curtain and Curtain Material Specials.

\$2.00 Scrim Curtains \$1.50

White or ecru, $2\frac{1}{4}$ yards long; newest summer effects, trimmed with lace or insertion.

\$3.00 Curtains \$2.00

Fine Scrim or Marquisette, hemstitched and lace edges; white or beige; superior quality.

\$3.25 Curtains \$2.25

Dorchester Curtains of durable scrim, with wide lace and insertion; white or ecru.

\$4.00 Curtains \$2.75

Lambeth Curtains of unusual excellence; lace and insertion of classic design, mounted on fine marquisette; white or ecru.

**40c Scrim or Marquisette
28c yard**

Wide range of attractive designs for sash curtains—cross bar, stripe and drawn work; white, ivory and ecru. No samples.

**\$1.25 English Curtain Nets
85c yard**

These were imported by Lord & Taylor. Choice Filet designs of an exclusive nature. A most unusual offering in a scarce item.

30c Scrim at 19c yard

A most remarkable value in summer curtain materials. Wide range of patterns; ivory, ecru or white. Sold only in piece lots. No samples.



The constitution of the German Empire was not completed until twenty-three years after Messrs. Lord & Taylor formed their partnership in 1826.

Lord & Taylor



Furs—Anniversary Sale Offerings

The entire stock of luxurious Fur Coats, Capelets, Muffs and Scarfs, will be marked at special reductions for this unparalleled event. Many pieces especially suitable for Spring and Summer wear will be included.

One example—Georgette and
Taupe Fox Scarfs—an
extraordinary
value..... **\$45.00**

The Perfect Fur Storage System

The Lord & Taylor Fur Storage Vaults have been described as the safest and most complete in America. Furs stored here are safe not only from Moths, Fire, Theft and Dampness, but being hung in cold, dry circulating air, they regain much of their original life and lustre. Each piece is carefully cleaned with compressed air, and hung separately in the great vaults on the premises. Minor rips are sewed up without charge. Furs may be taken out at any time during the storage period, worn and returned. Inspection of the Lord & Taylor vaults is invited.

*A letter or a telephone call (Greeley 1900)
will bring our messenger*





Ninety-two years ago (June 23, 1826) Edwin Forrest as Othello and W. C. Macready (October 2) as Virginius made their first appearance at the Park Theatre, then in Ann Street near Broadway.

92nd Anniversary

Sale of Notions At Special Reductions

Imperial Shields

Double nainsook, rubber lined.

Sizes	Formerly	Dozen	Pair
3	\$2.64	\$1.95	19c
4	\$2.86	\$2.15	21c
5	\$3.48	\$2.65	25c

Mercerized Belting

Black or white; of excellent quality.

Widths	Formerly a piece	Sale Price
2 in.	90c	80c
2½ in.	\$1.10	\$1.00
3 in.	\$1.35	\$1.25

Seam Binding—black or white. Formerly 17c a piece**15c**

Lingerie Tape, pink, white or blue. Formerly 10c a piece**8c**

Snap Fasteners, black or white. Formerly 50c per gross**35c**

Skirt Gauges, each**20c**

Machine Straps, each**10c**

London Bank Pins, sizes 4 and 5; half pound boxes. Formerly 50c and 55c box**45c**

Cube Pins, jet, matt or white. Formerly 15c. **11c**

Fancy Hat Pins, formerly 25c each**18c**

Pennant Basting Cotton, white; 400 yard spools. Nos. 40, 50 and 60. Dozen, **48c**; spool**4c**

Light Weight Dress Hangers. Formerly 75c a dozen**50c**

Wooden Slipper Trees, 3 pairs**25c**

Combination Button Hook and Shoe Horn, in leather case**18c**

Pocket Shoe Polishers**18c**

Whittemore's Shoe Dressing, black, Gilt Edge, Elite and Champion, bottle**15c**

O. N. T. Spool Cotton

Black or white, No. 12 to 100. Per doz. **46c**
Limit 2 dozen to a customer.

Lord & Taylor Spool Silk

Black or white. Large Spools**60c**
Half size spools**30c**





\$1.50 and \$1.65
Inlaid Linoleums
\$1.25 yard

Although linseed oil and other raw materials are extremely scarce, a prominent manufacturer sent these for the Anniversary Sale. Splendid quality, tile and inlaid wood effects.

A special lot of Chinese Rugs in popular room sizes, averaging about 9 by 12 feet, usually \$375 to \$495. Sale price **\$325 to \$375**

Three years after Lord & Taylor began business (in 1826) Damask Table Linen was first made in Pittsburgh, the planing machine was introduced and figured muslin was first woven.

Lord & Taylor

Rugs—Most Desirable Kinds—
Prices Extremely Low

Early Selection of These Values Strongly Urged

No matter what type of floor covering you have in mind, make a point of early attendance at this "Sale of Sales." It would not be practical to list all the unparalleled values at this time.

\$57.50 Royal Wilton Rugs \$43.50

Size 9 x 12 feet; extra heavy quality, standard grade, both wool and worsted fabrics. Persian designs and colorings; all over and medallion effects.

\$42.50 Axminster Rugs \$34.50

Best grade, 9 x 12 feet, in very desirable designs and colorings; also solid colors and shaded band borders. Either seamed or seamless.

Sale of Chinese Rugs

Beautiful Effects, Wide Range of Sizes
Prices Very Exceptional

To be able to offer these scarce and highly desirable creations in such a comprehensive range of effects and at such remarkably low prices is a source of great gratification to the store, especially on this occasion. Exquisite colorings, quaint effects, truly conforming to the highest development of Chinese designing. Sizes from 2 x 4 feet to 12 x 18 feet. Extraordinary values at **\$17.50 to \$675.00**





Two-Piece Living Room Suites

(Illustrated)

Davenport and Arm Chair with combination spring edge, hair and moss construction. Loose cushion seats, spring filled. Upholstered with excellent quality tapestry. Outside back covered in same material. A good \$165.00 suite at.....

\$100.00

These pieces may be purchased separately:

Davenport
\$65.00

Arm Chair
\$35.00

Ninety-two years ago (in 1826) Central Park was a forbidding looking land of rubbish and stray goats. It was laid out 33 years later.

92nd Anniversary

Furniture—New Suites and Pieces

It seemed almost like attempting to paint a lily to try to arrange some Anniversary Sale Specials in Furniture with the February Sale of Furniture in full career—but despite this and railroad conditions, several of the largest and best manufacturers made up some birthday “surprises” for us, and got them delivered, too! Only a few can be mentioned here.



Colonial Tapestry Wing Chairs and Rockers

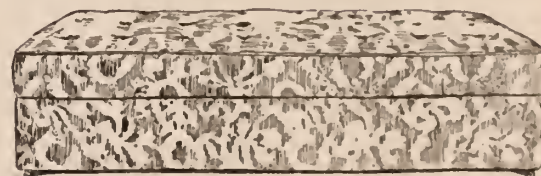
(Illustrated)

Mahogany frames; excellent quality tapestry. A great purchase. Actual value \$35.00. Each.....

\$19.75

Others of a regular \$40.00 value

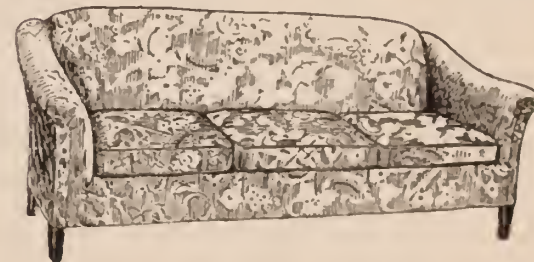
\$25.00



Upholstered Box Couches

Solid Cedar Couches, covered with cretonne. Roomy and comfortable. Actual \$40.00 values. (Illustrated)....

\$22.50



Four years after the opening of the Lord & Taylor Store (in 1826) a vehicle with the word "Omnibus" painted on both sides began to run in Broadway; many supposed the name to be that of the owner.

Lord & Taylor

Dining Room Suites

Ten Pieces in Mahogany or Walnut

at **\$279.00**

Actual Value \$311.00

This unusually handsome Suite of course is but one of many secured for this sale. The quality is the highest in every respect. (Illustrated)

60 in. Sideboard
42 in. China Cabinet
36 in. Serving Table

54 in. Extension Table
5 Side Chairs
1 Arm Chair

Mahogany Tilt Table, 22-inch top\$3.85
Solid Mahogany Muffin Stand with scoop plate shelves\$3.65
Solid Mahogany Tabourette, 14-inch top ..\$3.95
Inlaid Mahogany Serving Tray, with glass top, \$4.95
Solid Mahogany Tea Wagon\$19.50

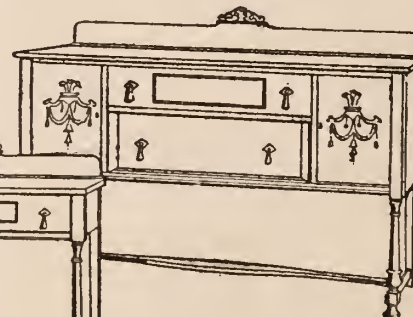
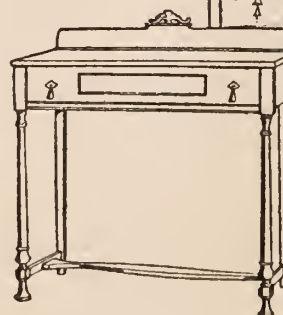
Reed Pullman Coaches

at Lowered Prices

(Illustrated below)

Either white or natural Bloch Reed Pullman made of finest half-round reed, with reed hood, comfortable reclining wood back, sliding board across wooden foot space. Completely upholstered. **\$24.75**
Regular \$32.50 value

Solid Mahogany Priscilla Sewing Cabinet, "the better kind"\$5.75
Mahogany Palm Stand, 16½ inches high ..\$2.45
Antique Mahogany Magazine Stand, 28-inch, \$10.75
Solid Mahogany Nest Tables, four tables, \$15.00



Commodore Stockton captured Los Angeles, and U. S. troops occupied California (in the war with Mexico) twenty-two years after the opening of Lord & Taylor.

92nd Anniversary



Bed Room Suites

Four Pieces in Mahogany, Walnut or Ivory

\$275.00

Actual Value \$340.00
(Illustrated)

If twin beds are preferred this Suite may be had for **\$332.00**

50 in. Dresser

Full Sized Bed

36 in. Chiffonier

38 in. Triplicate Mirror

Dressing Table

(A Chiffonette to match may be secured if desired)

Upholstered Seats, made and covered in our own shop, in different desirable effects. Usual price \$15.00.....**\$10.75**

Colonial Rocker or Arm Chairs, Rocker illustrated. Comfortable and handsome. Usual price \$22.00.....**\$13.75**

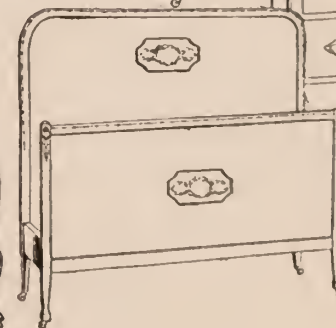
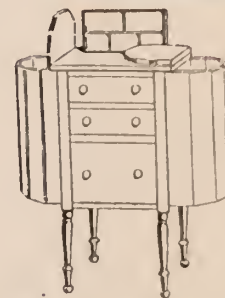
Queen Anne Bedroom Chair, in blue or old rose coverings; made in our own workroom. Actual value \$40.00. Special.....**\$25.00**

Natural Willow Bar Harbor Chair. Special **\$4.25**

Box Cushions, in various coverings. Each **\$1.25**

"Cowan" Solid Mahogany Martha Washington Sewing Cabinet. Actual value \$15.00. Special.....**\$12.50**

Hong Kong Tiffin Table, folding stand of hardwood, finished in black, natural split bamboo trays, 27-inch top, 15-inch shelf. Special **\$3.95**





U. S. Flags— Down Go Prices

An excellent opportunity to display a bright new emblem in place of the worn one—or to begin to show your colors. Tailored Flags, extra quality, all wool worsted; double twisted warp and filling. Will long outwear bunting and will hold their beauty. At these extremely low prices:

4 x 6 feet.....	\$7.50
5 x 8 feet.....	\$10.75
6 x 10 feet.....	\$16.50
8 x 12 feet.....	\$27.50

Ninety-two years ago (in 1826) Noah Webster, in New Haven, was correcting the advance proofs of his great work "A Dictionary of the English Language."

Lord & Taylor

Trunks—At Substantial Savings Staunch Wardrobe Models at **\$18.50 and \$25.00**

Here we are near the last page—and only part of the story of this great sale told! Watch the newspapers for the remainder of the values that will make this the greatest buying time of the entire year.

Wardrobe Trunks at \$25.00

Exceptional values in full sized, 45 inch Basswood Trunks, covered with hard vulcanized fibre; round edges, cretonne lined; twelve assorted hangers, shoe pockets; top drawer fitted with lock and divided into compartments; convertible hat drawers. An extremely low price for a trunk of this size and quality.

Wardrobe Trunks at \$18.50

Realizing the extraordinary nature of this occasion, the maker of these short trip wardrobes cut deeply into his usual price. Three-ply veneer basswood, covered with hard vulcanized fibre; cretonne lined. Capacity—five men's suits or ten women's gowns, shoe pockets, hat compartment.

Announcing a New Victrola Studio

New York's finest Victrola Studio is now ready.

Fifteen beautiful Record hearing rooms, sound proof and comfortable.

Special arrangements for quick, careful service to busy shoppers. Trained corps of salespeople, eager to make this service unusual. Complete stock of 50,000 Victor Records. Every style Victrola in every finish—including latest period designs.

Expert service to give immediate attention to every Victrola purchased.

An artistic, restful Victrola Concert Hall where the many wonders and beauties of the Victrola will be featured.



Ninety-two years ago (in 1826) the new books of the day were James Fenimore Cooper's "Last of the Mohicans" and "Lionel Lincoln."

92nd Anniversary

The Book Shop

(Ground Floor)

A little more than two years ago, the idea was conceived in the mind of one of America's foremost publishers that New York City needed a book shop in the center of the shopping district. The next logical step was to meet that need, and Mr. Doubleday came to us with the suggestion that we house his book shop. Our regret was that we could find no room for the sort of shop that we all wanted.

All the Newest Books of Fiction

After some consideration we decided that the need for this shop was sufficiently apparent to justify the reconstruction of our ground floor. The carriage driveway was eliminated and in its place we constructed a book shop. Care was exercised to appoint it so that it should contribute to your comfort and convenience.

Doubleday Page & Co. engaged the services of a group of young people who had sufficient book selling experience to make them desirable for any shop and enough education and experience in other branches of work to make them particularly desirable for our shop. A selected list of American publications was made and with this equipment the shop was opened in March, 1916.

The Newest Books of General Interest

Its success was immediately apparent, and since then the progress has been remarkable. Its success has been merited because the basis of its policy is epitomized in one word—*service*. No task that you may present will be dropped until the shop has exhausted every means at its disposal to help you in your problem of book selection.

The shop will be pleased to send you each month an announcement of new and significant publications in whatever subject you may be interested.

Conducted by
DOUBLEDAY, PAGE & CO.





Lord & Taylor

THE
Ask Mr. Foster

TRAVEL AND SCHOOL
INFORMATION OFFICE

*Is maintained as a part of the Lord & Taylor
store service for the comfort and
convenience of our friends*

FREE literature and personal information and advice are supplied by trained specialists in travel and educational matters.

Tickets are purchased, reservations made, baggage and telegrams attended to, cards of introductions given, itineraries suggested without fee or charge.

Out-of-town patrons may secure information and reservations to New York hotels by mail. Address the Ask Mr. Foster Service, Lord & Taylor, New York.

THE
Ask Mr. Foster

Office is on the Fifth Floor

The Lord & Taylor Restaurants

Dainty, appetizing mid-day lunches are a particular feature of the Restaurants.

Appointments are arranged with a view of accommodating individual women patrons as well as luncheon parties, when a wholesome, well-served lunch is desired amid quiet and restful surroundings.

Notwithstanding the advance in the cost of food, we have been able to keep luncheon prices down to a minimum, striving at all times to make the restaurants one of the attractive features of the store.

Tables will be reserved in advance upon request and special prices will be quoted to those desiring to give luncheon parties on matinee and other days.



